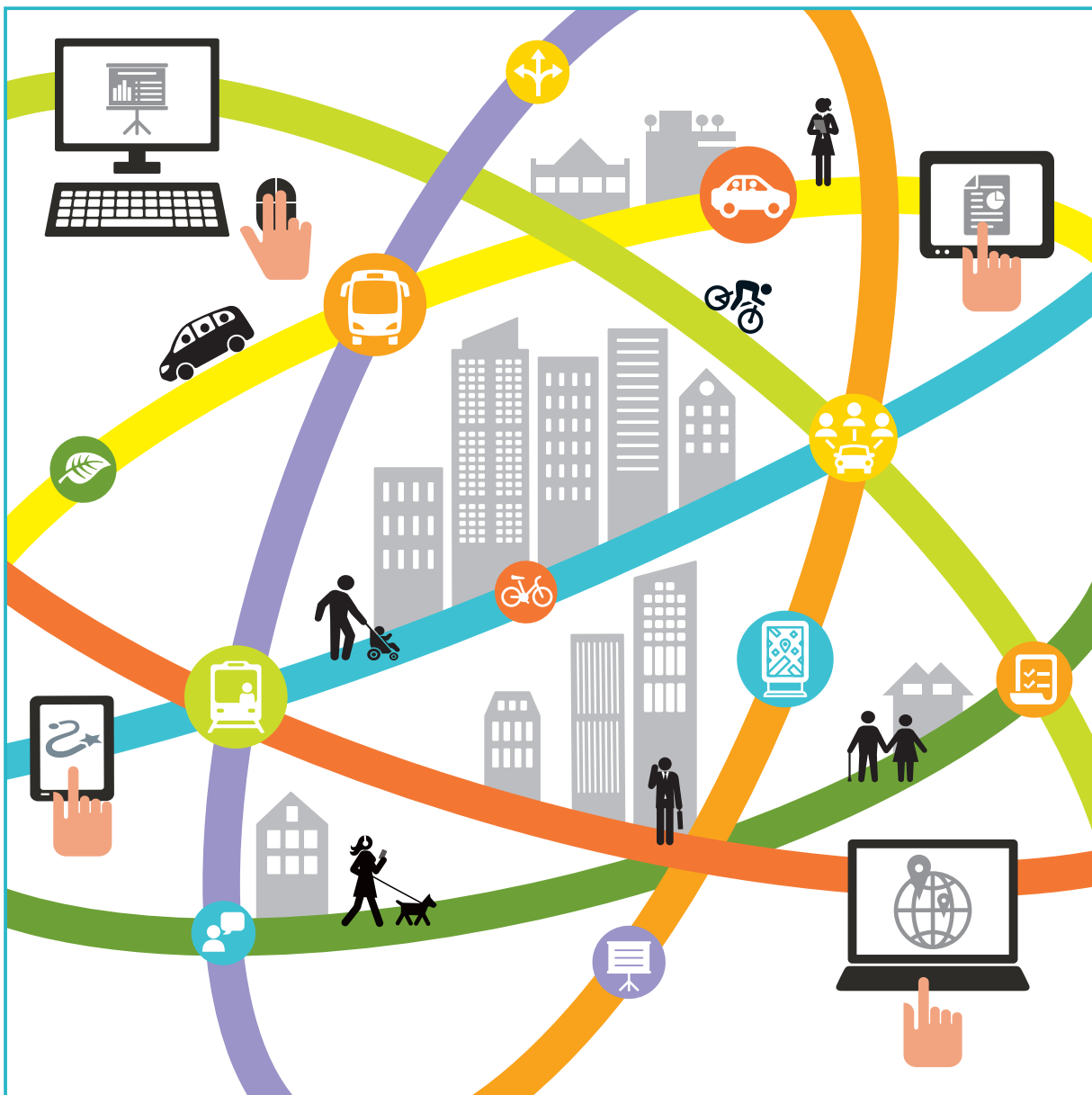


Transportation Demand Management Successes and Progress — 2017



TDM—What Does That Stand For?

Transportation demand management, or TDM, offers the solution that dozens of major U.S. cities—and cities around the globe—have found to traffic congestion, long commutes, and reduced quality of life for their residents.

TDM strategies are cost-effective solutions that aim to reduce drive-alone trips; increase active trips such as public transit, walking, biking, carpooling, and vanpooling; and shift driving trips away from the most congested times.

Can TDM Really Work?

During rush hour, removing just 4 percent of cars from roadways can relieve congestion by as much as 30 percent.* Small changes in transportation behavior can make a big impact.

TDM has and does work for other cities. See how Austin compares to other cities at right. These lower percentages are within Austin's reach, too, as our TDM strategies take hold.

TDM Strategies Have Impact

National research shows that TDM strategies can reduce vehicle miles traveled by the following percentages:**

MARKETING/EDUCATION	1% - 5%
CARPOOLING	1% - 15%
ORDINANCES	5% - 15%
PARKING MANAGEMENT	2% - 7%
TRANSIT SUBSIDIES	3% - 10%
TELECOMMUTING	1% - 5%
CAR SHARING	1% - 2%
VANPOOLS/SHUTTLES	1% - 13%
LAND USE	5% - 20%

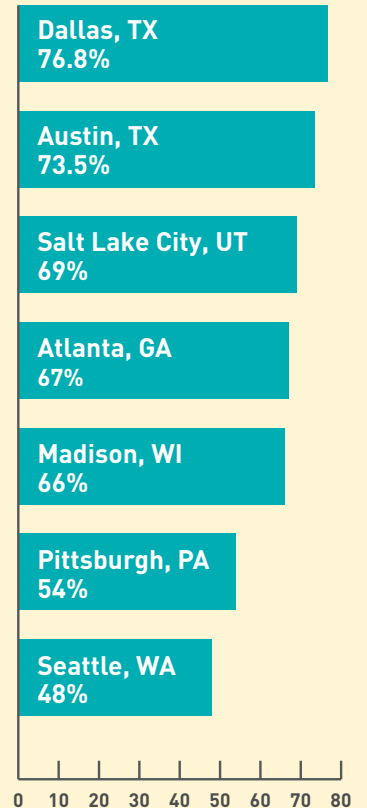
* Source: INRIX (2009), National Traffic Scorecard Annual Report.

** Based on data from the research report, "Quantifying Greenhouse Gas Mitigation Measures," by the California Air Pollution Control Officers Association. August 2010

† Based on American Community Survey data.



Commute Drive-Alone Rates Across the USA†



For additional background
on TDM, visit
<https://austintexas.gov/TDM>

Austin's TDM Progress

TDM is one of the most effective, yet overlooked, ways to improve mobility and access for people that live, work and play. Austin has taken a big step forward, mobilizing on several fronts toward getting our region moving forward again.

Early key accomplishments include:

- Starting a new program called Smart Trips Austin to educate neighborhood residents on their transportation options;
- Piloting an incentive program called Smart Commute to encourage city employees to commute sustainably and receiving the Air Central Texas Public Sector Award for the innovative program;
- Incorporating TDM strategies into large development projects like the South Central Waterfront;
- Collaborating with the City's Economic Development Department and Movability to include an employee focused TDM plan into Merck's move to Austin;
- In the latest draft of CodeNEXT, incorporating TDM strategies into new development projects and asserting TDM as the first approach to mitigating traffic impacts.

Austin is off to a great start and building momentum for more progress to come.



TDM Initiatives at Work for Austin

This table highlights the key TDM initiatives that the City of Austin is leading or supporting. To better understand each initiative, its key accomplishments to date and plans for the future, see pages 5 - 13. Supporting TDM initiatives not led by the City of Austin are also summarized on page 14.



MARKETING/EDUCATION

Motivating people with information and incentives to modify travel behavior.



Initiatives

Mayor's Mobility Challenge
Movability
Smart Trips Austin
Commute Connections
Smart Commute Rewards
City of Austin Air Quality Program
Real-Time Data

CARPPOOLING

Encouraging and facilitating the sharing of rides. A vehicle is twice as efficient with two people in it!



Initiatives

Commute Solutions

PARKING MANAGEMENT

Managing parking supply and demand, encouraging turnover of parking spaces and use of other modes of travel.



Initiatives

Downtown Austin Alliance
Downtown Parking Strategy
City of Austin Parking Program

LAND USE

Reducing the need to travel by vehicle through land use.



Initiatives

CodeNEXT
Special Events Ordinance and Green Events Guidebook
Large Development Projects + TDM

IMPROVING OPTIONS

Increasing availability of transit, bicycle, and pedestrian infrastructure to increase travel by these modes.



Initiatives

Bikeshare
Bicycle & Pedestrian Improvements

PLANS

Planning for and encouraging, requiring, and/or adopting TDM strategies.



Initiatives

Austin Strategic Mobility Plan
Community Climate Plan

Initiatives Status Report

The City of Austin is leading or supporting many key TDM initiatives. This section describes each initiative, its key accomplishments to date and plans for the future.



LEGEND:

Completion Date



2018 TARGET
COMPLETION



ONGOING



PLAN COMPLETE -
IMPLEMENTATION
IN PROCESS

Strategies



MARKETING/
EDUCATION



PARKING
MANAGEMENT



IMPROVING OPTIONS



CARPPOOLING



LAND USE



PLANS

MARKETING/EDUCATION

Mayor's Mobility Challenge

<http://movabilityaustin.org/2017/11/mayors-mobility-luncheon-and-big-mobility-news>



Each year, the Mayor challenges large employers to commit to getting their employees out of traffic and using sustainable modes. The first 20 companies that commit receive free consulting services and a five-year TDM plan to guide them toward the goal of having at least 20% of employees using a sustainable mode by 2020. The Challenge is funded and supported by the City, Movability, Downtown Austin Alliance, and the Austin Chamber of Commerce.

Key Accomplishments to Date: More than **130 executives and leaders** from over 30 Central Texas employers attended the Mayor's Mobility Luncheon in October 2017. The event honored the 20 employers that participated in 2017 and allowed both private and public leaders to discuss the economic and community benefits of pledging to the Challenge.

Next Steps: Mobility Challenge leaders will wrap up final planning meetings, deliver completed mobility plans to participating companies, and assist with their implementation. In 2018, leaders will recruit 20 new companies for the planning process.

Movability

<http://movabilityaustin.org>



Movability is Central Texas' first and only organization solely dedicated to working with employers to improve Austin's economic vitality by implementing sustainable mobility options. Regional public and private employers join to create employee mobility programs that they can then leverage to reach their business goals, including attracting and retaining top talent, reducing facilities costs, and leading in corporate stewardship.

Key Accomplishments: Membership restructuring significantly expanded enrollments in 2017. The organization supported Merck's arrival by assisting with development of an employee TDM plan. Movability also supported Downtown Austin Alliance's parking study and Austin Energy's Green Building certification update. Air Central Texas awarded the Private/Non-Profit Sector award to Movability, recognizing their efforts in improving regional air quality through helping employees and visitors find and use viable travel options to reduce driving alone at rush hour.

Next Steps: Movability will expand member benefits to include educational webinars, networking, and possibly a certification program. The group will also finalize its strategic plan, increasing its profile in the business community and among public sector leaders.

Smart Trips Austin

<http://smarttripsaustin.org>



Smart Trips engages communities to try multi-modal transportation options and shift away from driving alone. The program focuses on personal interactions, educating individuals on their options and overcoming barriers to multi-modal travel. Smart Trips reinforces this new information and hand-delivered household incentives through community-based programs such as learn-to-ride classes, transit instruction and group walking activities. Pre- and post-measurement evaluate the program's effectiveness.

Key Accomplishments to Date: Phases 1 and 2 completed in North & North Central Austin neighborhoods in 2016 with **decreases in driving trips of 2.2% and 8.7%**, respectively. Phase 3 launched in Fall 2017 in Zilker, Bouldin, and Travis Heights neighborhoods.

Next Steps: Phase 3 completes in January 2018; Phase 4 will launch in Fall 2018. The City will continue pursuing funding opportunities to increase the number of neighborhoods served each year.

Commute Connections



A commute trip reduction program for City of Austin employees, Commute Connections has a strong toolkit of options, including: fully-subsidized transit passes, free bikeshare memberships, a circulator shuttle among three locations, bike racks and showers at select buildings, telework and compressed workweek opportunities, and vanpool discounts.

Key Accomplishments to Date: Linking the program to employee needs and benefits, Commute Connections:

- conducted 14 workshops with all City departments to tailor TDM plans;
- added a commute question to track trip reduction to the Listening to Workforce Survey;
- transitioned the Bikeshare benefit to offer online training by video; **368 active memberships**;
- launched the Smart Commute Rewards pilot to offer incentives for sustainable commutes; and
- **had 154 active vanpoolers and 2,930 transit passes distributed.**

Next Steps: Commute Connections will continue to grow by finalizing the TDM plans, starting to implement the plans, and offering commute training classes.

Smart Commute Rewards



The Smart Commute Rewards pilot program for City of Austin employees encourages its 12,000+ employees to take sustainable commutes to and from work and provides vacation time rewards.

Key Accomplishments to Date: Smart Commute Rewards enjoyed a successful launch of its pilot program through posters, flyers, newsletter articles and registration events. **More than 1,200 City employees** participate in some form, enjoying benefits such as accumulating vacation hours. Participating employees logged over **84,000 sustainable commute trips and reduced CO₂ emissions by 380 tons.** Of the participants surveyed, **53% reduced their drive alone habits and carpool and vanpool trips doubled!** One employee commented, “I do whatever I can to avoid driving now.”

The City of Austin received the Public Sector award from Air Central Texas for this innovative program.

Next Steps: If authorized, plan for and successfully launch a permanent program in 2018.

City of Austin Air Quality Program



The Air Quality Program focuses on motivating citizens to take actions to reduce air pollution and maintain healthy air. Pollution from vehicles is the leading contributor to air pollution in Central Texas. The program promotes congestion reduction measures like using sustainable transportation options, driving less and reducing vehicle idling help to improve Austin's air quality.

Key Accomplishments: In addition to playing a major role in the development of the regional Ozone Advance Plan, the Air Quality Program coordinates over thirty City of Austin commitments to reduce air pollution. The program actively supports the regional air quality effort of the Clean Air Force and Clean Air Coalition. Outreach events and air quality educational messaging via radio, digital ads, and social media resulted in **over 800,000 impressions!**

Next Steps: In coordination with regional partners, the program will enter a new planning process for the next iteration of the Central Texas Air Quality plan. The goal of the new plan is to keep our region in compliance with the current health-based air quality standard.

Real-Time Data

<http://transitscreen.com/blog/austin-mayor-steve-adler-unveils-transitscreen-displays-at-city-hall>



TRANSIT SCREEN

TransitScreen, a live-updating digital display that provides users with accurate transportation information tailored to their location, shows City Hall employees and visitors the arrival of the next Capital Metro bus, MetroRapid bus, MetroRail train or the closest location and availability of car share (car2go and Zipcar) and bike share (Austin B-cycle).

Key Accomplishments to Date: The City installed two screens in City Hall as a pilot program, conducting pre- and post-surveys of employees.

Next Steps: The Aviation Department is looking into installing screens at the airport.

CARPOOLING

Commute Solutions

www.commutesolutions.com



This regional website helps individuals find a carpool buddy, plan a transit trip, map out a bike route, and more. Users can log their commute to see fuel saved, calories burned, and pollution reduced.

Key Accomplishments to Date: Commute Solutions created a regional steering committee to reinvigorate collaboration on TDM solutions.

Next Steps: Commute Solutions will seek funding to expand the program and consider other regional solutions.

PARKING MANAGEMENT

Downtown Austin Alliance Downtown Parking Strategy

www.downtownaustin.com/parkingstrategy



Led by the Downtown Austin Alliance, this study is a comprehensive, forward-thinking effort to improve parking in the downtown area. Community input helped define the challenges for all users including office tenants, businesses, retailers, residents, and visitors.

Key Accomplishments to Date: Presented to the public in June 2017, several of the **19 recommendations** have a TDM focus: improve parking management; implement and support more shared parking; reinvest parking revenue for multimodal improvements; improve transit connections; and focus on employee commute programs.

Next Steps: Movability will pilot a project to provide remote parking and a shuttle service for construction workers to free up on-street parking. ATD is working to pilot a shared parking program, and expand the Affordable Parking Program.

City of Austin Parking Program

www.austintexas.gov/parking



The City's Parking Enterprise Division balances the needs of residents, businesses and visitors for convenient and user-friendly parking. This includes parking meters, garages, enforcement, loading/unloading zones, residential permits, car share, valet, benefit districts, and more.

Key Accomplishments to Date: Metered parking transitioned to a new mobile payment platform, accounting now for about 20% of all on-street metered revenue. Downtown meters expanded to include high-demand Wednesday nights in August 2017.

A new Affordable Parking Program provides low-cost garage parking for service industry workers at the Waller Creek Center Garage.

Next Steps: City plans include: expanding Affordable Parking Program to One Texas Center, adding the Path to Park mobile application to help guide people to available off-street parking facilities, creating a special event permit parking program.

The City will continue using Downtown Austin Alliance's recommendations to help implement strategies, investigate adding technology enhancements and work on an online interactive parking map.

LAND USE AND POLICY

CodeNEXT

www.austintexas.gov/codenext



CodeNEXT seeks to revise and align the Land Development Code with community priorities. A major recommendation is to require project developers to implement TDM strategies to reduce traffic impacts. These may include: free transit passes; real-time transportation data; guaranteed ride home service; unbundling cost of parking from rents and leases; bicycle rooms and showers/locker rooms; and dedicated percentages of residential units for affordable and workforce housing.

Key Accomplishments to Date: The City added language to incorporate TDM strategies into new development projects and asserted TDM as the first approach to mitigating traffic impacts.

Next Steps: The City will develop specific guidelines for the TDM requirements and stakeholder outreach will help inform these requirements.

Special Events Ordinance and Green Events Guidebook

<https://austintexas.gov/department/special-events-ordinance>



With the goal of requiring and encouraging special events organizers to incorporate TDM strategies into their planning, the City is working on passing an ordinance and providing a guidebook.

Key Accomplishments to Date: The Green Events Guidebook was published in October 2017.

Next Steps: A Special Events Ordinance is slated for Winter 2017.

Large Development Projects + TDM

<https://austintexas.gov/blog/south-central-waterfront-plan-rises-challenge-creating-beautiful-public-spaces>



The City collaborates with large development projects to encourage incorporation of TDM strategies into their plans.

Key Accomplishments to Date: The South Central Waterfront Vision Framework Plan recommends that all multi-family and mixed-use developments be required to participate in a TDM program.

Next Steps: The City will continue to collaborate with developers to incorporate TDM strategies into their developments.

IMPROVING OPTIONS

Bikeshare

<http://austinbcycle.com/>



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Austin B-cycle provides a network of 24 hours a day, on-demand bicycle stations, with over 50 stations operating in downtown Austin.

AUSTIN **B**cycle

.....

Key Accomplishments to Date: With 30,987 members, Austin B-cycle **grew by 15 percent** in monthly and annual membership in 2017. Increasing the station count from 50 to 54 and doubling the check-out period to 60 minutes, cyclists made 144,465 trips in 2017.

Next Steps: Austin B-cycle seeks matching sponsors for a recent federal Transportation Alternatives Program (TAP) grant that can subsidize adding 15 stations. A UT Austin partnership will expand service to the campus area.

Bicycle & Pedestrian Improvements

<https://austintexas.gov/activetransportation> • <https://austintexas.gov/department/public-works>



Bicycle and pedestrian improvements can be found with the Active Transportation division of ATD and the Department of Public Works.

PLANS

Austin Strategic Mobility Plan

<http://www.austintexas.gov/asmp>



Expanding Imagine Austin into actionable mobility-related goals and objectives, the new Austin Strategic Mobility Plan will pull multiple concurrent mobility programs and plans into one comprehensive vision and apply an integrated approach to planning for all modes of our transportation network. The ASMP will provide the framework for citywide TDM strategies and emphasize investments in demand-side strategies.

Key Accomplishments to Date:

- In Fall 2016, a Multimodal Community Advisory Committee formed to develop a Public Engagement Plan and establish the Vision and Goals.
- In March 2017, Phase 1 kicked off with a large public event called Traffic Jam!
- In Summer 2017, the ASMP entered the Scenario Planning Phase, identifying indicators for scenario evaluation.

Next Steps:

- Scenario Planning Phase completes in December 2017 and transitions into Public Engagement Phase 2/Scenario Evaluation through March 2018.
- In Spring 2018, ASMP will focus on Preferred Scenario Development/Plan Production in preparation for beginning the plan adoption process in July 2018.

Community Climate Plan

<http://austintexas.gov/page/climate-change-policies-and-plans>



The Community Climate Plan has a long-term goal of reaching net zero community-wide greenhouse gas emissions (GHG) by 2050 or earlier with the use of TDM strategies to reduce emissions from transportation sources.

Key Accomplishments to Date: The year's activity includes: cost/reduction analysis for actions in the plan, completion of a 2016 Travis County GHG inventory, adoption of Austin Energy's plans to achieve 65% renewable energy by 2027, and a transition to purchasing battery electric vehicles for the City fleet.

Next Steps: Community Climate Plan leaders will begin a six-month pilot of a Carbon Impact Statement for planned unit developments, create a plan addendum regarding food/agriculture and climate impacts, and continue their support of a Joint Sustainability Committee charged with oversight of plan implementation.

Supporting TDM Initiatives

These initiatives, not led by the City of Austin, are also key components of the TDM solution for the region.

MetroRideShare: www.capmetro.org/rideshare

Metropia: www.metropia.com

MetroWorks: www.capmetro.org/metroworks

Guaranteed Ride Home: www.capmetro.org/guaranteed

Carshare: www.zipcar.com • www.car2go.com

Public Transit: www.capmetro.org • www.ridecarts.com

My Texas Ride: <http://mytxride.com/>

Chariot: www.chariot.com

Taxis and Transportation Network Companies:
<http://austintexas.gov/departments/ground-transportation>

Measuring Success

Measurable outcomes are an important component to ensure the success of the TDM program as a whole, as well as each individual program. The 2016 American Community Survey shows that **Austin has a 73% drive alone rate**. This key statistic is one that will be monitored consistently as our goal is to reduce that drive alone rate over time.



Specific programs are also collecting data to monitor their impact, including:



Smart Trips Austin conducts surveys before and after program implementation. Smart Trips can also show outreach impact by tracking kits delivered and events conducted.



The City of Austin's **Commute Connections** program conducts an annual employee survey to measure the impacts of the program.



Smart Commute Rewards has participating employees log their commutes daily. Commute patterns over time will show the impact of Smart Commute's incentive programs.



Individual private developments will likely have monitoring requirements to ensure they meet their agreed upon goals.



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